



New standard for biomass balanced products R-M® eSense products certified by REDcert²

“Being successful means being innovative”, this the motto in the year of the 100th birthday of R-M – BASF’s premium refinish paint brand. One of the latest R-M innovations was the eSense portfolio, a product range that helps save fossil raw materials and reduce CO₂. Now the eSense products were certified according to the new REDcert² standard.

The innovation of the eSense line is based on BASF’s biomass balance approach, developed in cooperation with the TÜV SÜD. This approach involves using renewable resources to reduce the share of fossil resources in the feedstock right from the start of the paint product manufacturing process. The share of renewable raw material used is then allocated to a selection of end products. The formulation and quality of the corresponding end products remain unchanged. There is a standard that guarantees that the respective amount of biomass inserted into the BASF production process is correctly attributed to the R-M eSense products. This standard is now owned by REDcert.

R-M commits itself to certify all biomass balanced products according to the new REDcert² standard for chemical products. The basis is the REDcert-EU standard, which is compliant with the EU Directive on Renewable Energy.

The R-M eSense portfolio currently comprises of primer, body filler, hardener, clearcoat and additives, that are used in particular for repairing bumpers and cosmetic and moderate damage. This means that body shops can repair the most common types of damage very efficiently and in an environmentally compatible manner. In practice, if a body shop uses products from the eSense line to repair the equivalent of 2.5 bodywork parts, it saves 550g of CO₂. Since the launch of eSense R-M could already save more than 130t CO₂.

R-M Automotive Refinish: an important part of BASF Coatings

Under the R-M brand, BASF markets a comprehensive range of paint systems for vehicle refinishing. Special focus is given to ecologically efficient water-based paints and high-solid paints. By using these systems all legal solvent-reduction requirements can be complied with, anywhere in the world, and with regard to appearance and resistance, the products meet the same quality standards as solvent-borne paints. In this area, the company offers a wide variety of services to support its customers. R-M Automotive Refinish Paints is approved by most of the leading car manufacturers for aftermarket repair and chosen by the world’s most prestigious car companies for its color expertise.

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